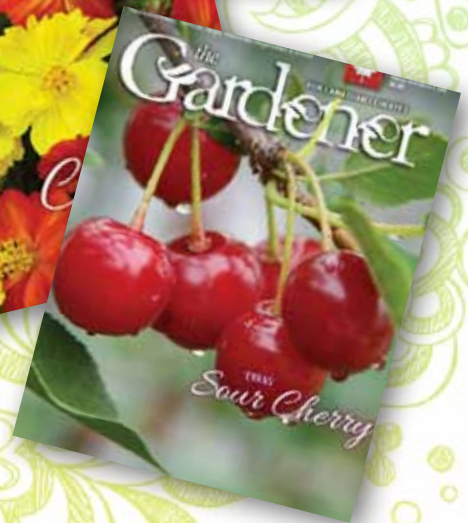


the Gardener



FOR CANADIAN CLIMATES

The Gardener Magazine MEDIA KIT 2023



**Download a digital PDF version
of the magazine**

www.reachcommunications.ca/Gardener_Sample

613 9th Street East, Saskatoon, SK S7H 0M4 | Phone: (306) 477-5593 | advertising@gardenermagazine.ca

About us ...

27 years and still growing:

Since *The Gardener's* first issue in 1995, our mandate has remained the same – to publish relevant gardening information for Canadian climates. Over successive decades, *The Gardener* has continued to expand its readership to every province and territory in Canada. Today, the magazine remains as the definitive source for gardening information pertinent to all Canadian growing zones - from Zone 2 to Zone 7.

Expert & trusted advice:

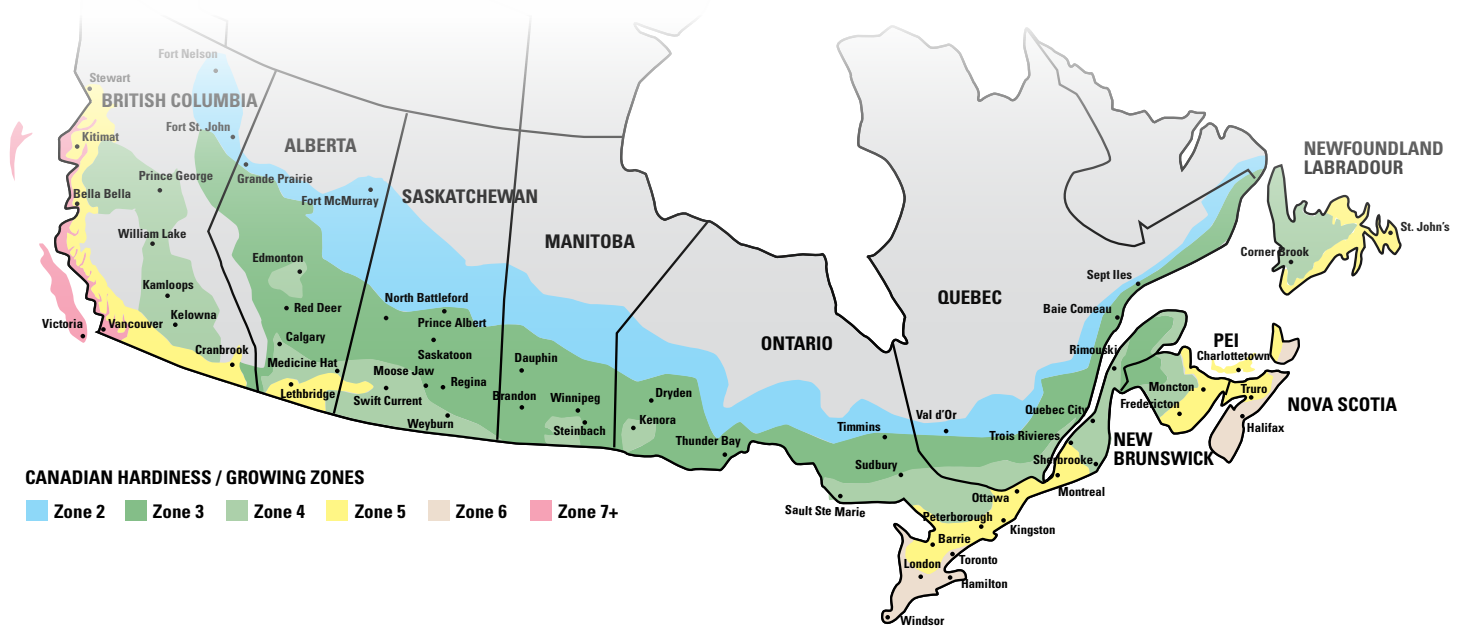
Published four times yearly, every issue is packed with relevant information and inspiring photography to help Canadian gardening be the best it can be. Industry professionals answer gardening questions and provide insight on trends and techniques. Master gardeners share their stories and passion for gardening and regular columnists offer useful hints and tips.

A loyal readership:

Branch out your business with a cost-effective ad in *The Gardener*. While most advertising mediums can only offer exposure of “one and done”, your ad will resonate with our readership for months and years to come. On an internal survey, most of our readers (89%) keep their back issues “forever” as a valuable gardening resource.

Grow with us:

Widely distributed across Canada through subscriptions and newsstands, advertising in our magazine will help build your company's brand. As the remaining national gardening magazine published in Canada, advertising in *The Gardener* not only brings awareness to your company's products and services, but also ensures important information will continue to be shared and enjoyed by Canada's gardening community.





Published 4 times yearly - spring, summer, fall and winter editions

- A passionate readership - your advertising message resonates with *The Gardener's* involved and trusting readership.
- Guaranteed circulation: *The Gardener* has a 100% paid circulation through subscriptions and news-stand distribution.
- Build your brand. Align your product or service with a gardening magazine that receives critical acclaim and national recognition for its gardening expertise!

Issue	Publishing Date	Copies distributed
Spring	March 1, 2023	17,000
Summer	May 15, 2023	14,000
Fall	Aug. 15, 2023	14,000
Winter	Nov. 15, 2023	14,000

*Ad deadline - approx. one month prior to publishing date

Paid Circulation: 6000 copies (per issue)
News-stand Distribution: 8000 magazines (per issue)
Tradeshaw & Promotion: 12,000 (yearly)

TOP 10

REASONS WHY ADVERTISERS GET THE BEST ROI WITH THE GARDENER MAGAZINE

1. Reach “high value” consumers with the financial means to purchase advertised brands. 78% of our readers have income over the national average.
2. The Gardener readers are receptive to advertising – ads are seen as an integral part of the magazine content.
3. Connectivity to engaged readers with a shared interest and passion for gardening.
4. 90% of our readers keep their magazines for long-term reference.
5. 60% urban / 40% rural demographic
6. Guaranteed circulation: The Gardener has a 100% paid circulation through subscriptions and newstand distribution.
7. 70% of readers rate the magazine as excellent / 24% as good.
8. 75% of our readers have post-secondary education.
9. Strict content ratio of 85% editorial and no more than 15% advertising.
10. Magazines are rated as the best media across all age groups to drive on-line purchases.

AD SIZES / RATES

Display Advertising Size Options and Specifications

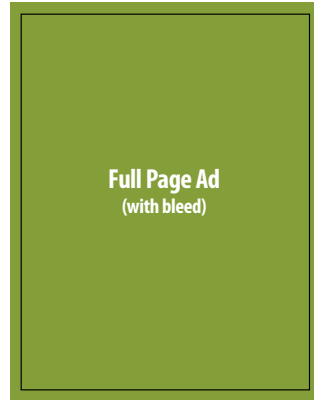
PREMIER POSITIONS: Outside Back Cover - \$2,900 per issue / Inside Front - \$2,500 per issue



Full Page Ad with white border

7.25" w x 9.75" h"

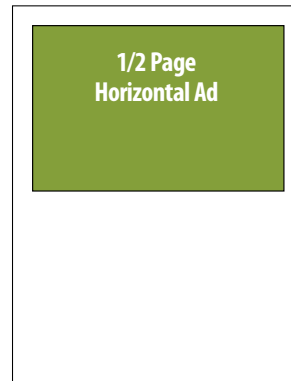
\$1,950.00



Full Page Ad with bleed

8.5" w x 11.25" h

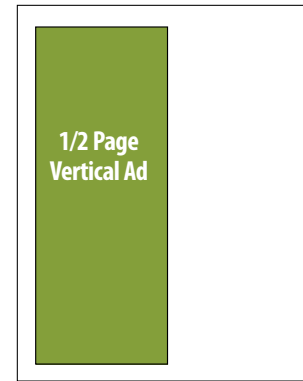
\$1,950.00



1/2 Page Horizontal Ad

7.25" w x 4.75" h

\$1,150.00



1/2 Page Vertical Ad

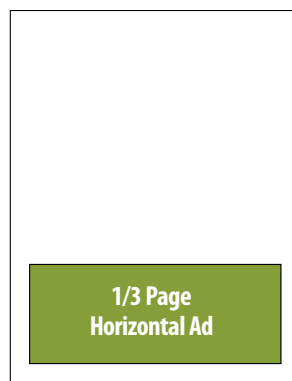
3.5" w x 9.6" h

\$1,150.00

Print files: need to be supplied CMYK colour profile.

File format: High resolution PDF files or high resolution .jpg files (300dpi).

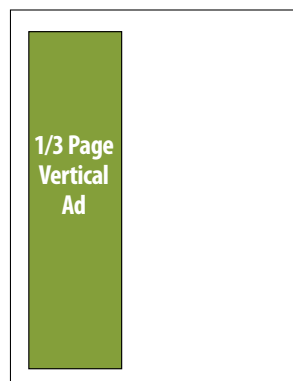
How to submit: Please send files to: advertising@gardenermagazine.ca If file is over 10 mb, please call (306) 244-9755 before emailing.



1/3 Page Horizontal Ad

7.5" w x 3.25" h

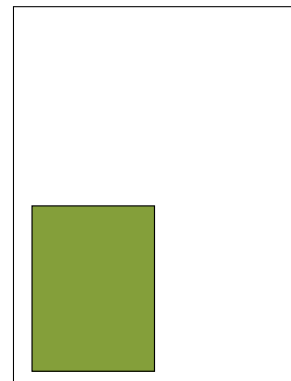
\$950.00



1/3 Page Vertical Ad

2.25" w x 9.6" h

\$950.00



1/4 Page Vertical Ad

3.5" w x 4.75" h

\$750.00

ONLINE ADVERTISING

LEADERBOARD:
728 x 91 pixels
\$175 per month

SQUARE BOX:
360 x 360 pixels
\$175 per month

Online: Advertising Size Options & Specifications

Creative Services: Our creative agency can produce an effective colour ad for you at very competitive rates. If you require assistance in designing your ad, please contact phone: (306) 230-7424 or Email: advertising@gardenermagazine.ca

Rates do not include G.S.T.